



IMPORTANT CONFIDENTIALITY NOTICE

The documents accompanying this first class mailing contain confidential information belonging to the sender which is legally protected. The information is intended only for the use of the individual or entity named below. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this mailed information is strictly prohibited. If you have received this mailing in error, please immediately notify us by telephone (collect) to arrange for return of the mailed document to us.

TO: Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

FROM: Diane Robinson (Typed or printed name of person signing Certificate)

Fax No. 513-634-6108

Phone No. 513-634-2477

Application No.: 09/935,774

Inventor(s): Ronald G. Godsey, et al.

Filed: August 22, 2001

Docket No.: 8321

Confirmation No.: 8938

**CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8**

*I hereby certify that I have reasonable basis to expect that, on July 21, 2006, this correspondence is being mailed or deposited with the United States Postal Service with sufficient postage as first class mail to the address identified above.*

Diane Robinson (Signature)

Listed below are the item(s) being submitted with this Certificate of Mailing\*\*:

- 1) Information Disclosure Statement Coversheet (2 pages)
- 2) PTO SB08 (2 pages)
- 3) Foreign and Non-Patent Literature References (5 documents)

**\*\*Note:** Each paper must have its own certificate of mailing, or this certificate must identify each submitted paper.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/935,774  
Inventor(s) : Ronald G. Godsey, et al.  
Filed : August 22, 2001  
Art Unit : 3627  
Examiner : Alexander G. Kalinowski  
Docket No. : 8231  
Confirmation No. : 8938  
Customer No. : 27752  
Title : System and Methods for Tracking Consumers in a Store  
Environment

INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98, record is being made on the attached Form PTO/SB08 of document(s) which the Patent Office may wish to consider in connection with examination of the above-identified patent application. It is respectfully requested that the cited document(s) be carefully considered by the Examiner and made of record in this case. As provided in §1.97(g), no representation is made or intended that a thorough art search was made. As provided in 37 C.F.R. §1.97(h), this Information Disclosure Statement does not constitute an admission of any kind, and specifically is not an admission that the document(s) listed on attached form PTO/SB08 is (are), or is (are) considered to be, material to the patentability of the above-identified patent application, as defined in 37 C.F.R. §1.56(b).

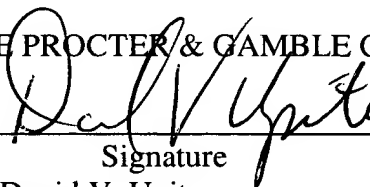
Appl. No. 09/935,774  
Docket No. 8231  
Customer No. 27752  
Paper dated July 21, 2006

2

This information disclosure statement is being submitted under 37 C.F.R. §1.97(b)(3). An Office Action on the merits in the present application has not yet been received. Therefore, no fee is believed to be due. However, in the event that this paper is crossing in the mail with a first Office Action on the merits, authorization is hereby given to charge the required fee pursuant to 37 C.F.R. §1.97(c) and 37 C.F.R. §1.17(p) to Deposit Account No. 16-2480 in the name of The Procter & Gamble Company.

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY

A handwritten signature in black ink, appearing to read "David V. Upite", is written over a horizontal line.

Signature

David V. Upite

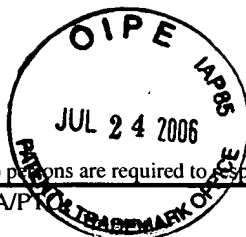
Typed or printed name

Registration No. 47,147

(513) 634-9345

Date: July 21, 2006  
Customer No. 27752

Please type a plus sign (+) inside this box → [+]



PTO/SB08A (08-03)

U.S. Patent and Trademark Office; U. S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Substitute for form 1449A/P

COMPLETE IF KNOWN

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

SHEET 1 of 2

Application Number	09/935,774
Confirmation Number	8938
Filing Date	August 22, 2001
First Named Inventor	Ronald G. Godsey
Group Art Unit	3627
Examiner Name	Alexander G. Kalinowski
Docket Number	8231

## U. S. PATENT DOCUMENTS

EXAMINER INITIALS*	Cite No. <sup>1</sup>	DOCUMENT NUMBER Number - Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines Where Relevant Passages or Relevant Figures Appear
		US5305197A	04-19-1994	Axler, et al.	
		US6317718B1	11-13-2001	Fano, Andrew Ernest	
		US6011487A	01-04-2000	Plocher, Peter H.	
		US5918211A	06-29-1999	Sloane, Martin A.	
		US5821513A	10-13-1998	O'Hagen, et al.	
		US5287266A	02-15-1994	Malec, et al.	
		US6381583B1	04-30-2002	Kenney, John A.	
		US5910769A	06-08-1999	Geisler, Edwin	
		US20020062245A1	05-23-2002	Niu, et al.	
		US-7,006,982 B2	02-28-2006	Sorensen, Herb	
		US-2006/0010030 A1	01-12-2006	Sorensen, Herb	

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIALS*	Cite No. <sup>1</sup>	FOREIGN PATENT DOCUMENT Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		WO 99/14694 A1	03-24-1999	Lausch, Holger	(English Abstract)	
		JP2001-331875 A	01-17-2003	NEC Soft Ltd.	(English Abstract)	
		JP2003-16243 A	01/17/2003	NEC Soft Ltd.	(English Abstract)	
EXAMINER			DATE CONSIDERED			

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kind Codes of U.S. Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 37 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Please type a plus sign (+) inside this box → [+]

PTO/SB08B (08-03)

U.S. Patent and Trademark Office; U. S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

<p>Substitute for form 1449A/PTO</p> <p><b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b></p> <p>(use as many sheets as necessary)</p> <p>SHEET 2 of 2</p>	<b>COMPLETE IF KNOWN</b>	
	Application Number	09/935,774
	Confirmation Number	8938
	Filing Date	August 22, 2001
	First Named Inventor	Ronald G. Godsey
	Group Art Unit	3627
	Examiner Name	Alexander G. Kalinowski
	Docket Number	8231

### NON PATENT LITERATURE DOCUMENTS

EXAMINE R INITIALS*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T <sup>2</sup>
		<u>www.premierecarts.com</u> – Shopping cart manufacturer web site	
		Lam, Shun Yin, "Uncovering the Multiple Impacts of Retail Promotion on Appeal Store Performance", December 2997	
<b>EXAMINER</b>		<b>DATE CONSIDERED</b>	

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 37 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.